

**42nd Annual
2024 MORGAN HILL
MUSHROOM MARDI GRAS FESTIVAL**

EXECUTIVE SUMMARY

- DATE & TIME ~** Saturday, May 25 from 10am – 7pm &
Sunday, May 26 from 10:00 a.m. to 6:00 p.m.
- LOCATION ~** Downtown Morgan Hill on the grounds of the Downtown Morgan Hill Amphitheater & Community Center and Depot Street from Dunne Avenue to 5th Street. For map reference, use the address 17000 Monterey Road,. Morgan Hill, CA 95037
- ADMISSION ~** \$15 advance; \$20 at door. Vendors receive free passes
- ATTENDANCE ~** Projected attendance is 20,000+ over two days
- EVENT DESCRIPTION ~** Arts & Crafts; Gourmet Food Booths and Specialty Dishes; Mushroom Display & Exhibit; Wine & Beer Gardens and microbrews; Chef Demonstration Stage; Live Bands on the Amphitheater Stage; Acoustic Stage; Marketplace vendors and business display booths.
- ADVERTISING ~** Advertising is done through local and regional radio stations, network and cable television stations, print media including magazines and newspapers, as well as posters, signage and postcards. Targeted geographical area includes the Counties of Santa Clara, San Benito, Monterey, Santa Cruz and San Francisco. Promotions are also done through social media and listings on festival websites.
- MISSION ~** The mission of the Mushroom Mardi Gras Festival (a non-profit 501(c)3 corporation), is to provide a fun and entertaining family festival with an emphasis on promoting the mushroom and educating consumers about the health benefits of mushrooms, all while financially awarding scholarships to high school seniors living within the boundaries of the Morgan Hill Unified School District and monetary donations to local non profit clubs and organizations. The Festival has awarded over \$1 million in scholarships and over \$542,000 to local non-profits over the past 40 years and over \$64,000 in mini grants since its inception 9 years ago.
- CONTACT INFO ~** Sunday Minnich, Executive Director
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